

Moo Let's Talk

Join us for a
pint, or two, or
three on March
19th.

It's going to
be udderly
fantastic!!

© Cows Inc.

Let's talk until the Cows come home

2021 SPONSORSHIP PACKAGE

Help us get the word out!

THE EVENT

No person or workplace is immune to the effects of mental health issues. COWS Inc. and the people that work there are no exception. The loss of a former team member to suicide inspired family, friends and co-workers to raise awareness and funds for suicide prevention efforts in their community. From that collaboration, and through the organization's pension for parody, Moo Let's Talk was created. It's been a wonderful success raising just over \$100,000 to date.

Despite the trials and tribulations of the past year, on March 19th COWS is hosting it's fourth annual Moo Let's Talk! On that day 100% of the sales from half litre tubs of ice cream sold at the Creamery on Capital Drive in Charlottetown will go to the Canadian Mental Health Association, PEI Division.

In compliance with public health guidelines, the event will be held in the parking lot. COWS staff and volunteers will provide a drive-thru featuring contactless payment and pick up.

Promotional efforts will start on February 24th over social media, with video content featuring Patrick Ledwell and a radio campaign starting closer to the event date. During the event there will be a live remote with Hot 105.5 reminding people to pick up their ice cream.

THE CAUSE

The Canadian Mental Health Association - PEI Division, is a community-based organization that began its work on Prince Edward Island as a division of CMHA National in 1959. Our mandate is "Mental Health for All". Our mission is to promote the mental health of all Islanders by enabling individuals, groups and communities to increase their control over, and enhance, their mental health.

To carry out this mission, our 150 volunteers and 80+ support staff provide programs and services, education and information, research, advocacy and social policy development designed to help all Islanders improve their mental wellness. Please visit pei.cmha.ca to learn more about our programs and services.

SPONSORSHIP & SUPPORT OPPORTUNITIES

These are unprecedented times and COWS is stepping up in a major way to support community level mental health programs and services at a time when it's really needed.

We're asking community members, businesses and organizations to support our promotional efforts for the day. COWS will provide all the ice cream we can sell, so we really need to make sure everyone knows about Moo Let's Talk and how to participate.

SPONSORSHIPS - \$500

We're looking for 15 partners at \$500 each to help us with our marketing and promotion efforts for this event. In return, each partner will receive:

- Recognition through social media
- Logo on event signage
- Logo on web page
- Mentions on Hot 105.5 remote
- Opportunity to display on-site
- Opportunity to have branded swag (coupons, information etc...) at point of purchase
- 6 pints of ice cream delivered to your door

CORPORATE TUB PURCHASE - \$250

COWS Inc is generously providing 50 tubs of ice cream for sale at \$250 each. Tubs contain 70+ portions and come equipped with a sleeve of 1/2 litre containers so you can split them amongst staff, or portion them out for clients.

DONATIONS

Supporters are also encouraged to donate in lieu of providing a sponsorship. Invoices can be issued, and tax receipts will automatically follow by email or mail.

SPREAD THE WORD

We're asking people to spread the word. A toolkit of social media posts, printable posters and promotional pieces can be found at pei.cmha.ca/moo-lets-talk.

For any and all inquiries, please contact CMHA-PEI Division at division@cmha.pe.ca or call 902-566-3034.

A big thank you to our 2020 community partners!!

Moo Let's Talk

Community Partners



Thank you for helping us continue the conversation



Canadian Mental
Health Association
Mental health for all



*years of
community*